DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission with pending claims 1-12, 18-19, and 21-33 filed on February 11, 2009 has been entered.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Eret McNichols on April 21, 2009.

The application has been amended as follows:

In the claims

2,5,6,8,11,12,19,21,22,25,27,30 and 33 (canceled).

1. (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

maintaining a vendor product information database of product information from multiple vendors at said hub server;

said product information being accessible by a plurality of affiliate web sites;

maintaining an affiliate web site database at said hub server;

maintaining a buyer profile database of buyer information of one or more buyers, including a particular buyer, at said hub server;

receiving a purchase request at said hub server, wherein said purchase request originated at one of said affiliate web sites and includes a buyer identifier, an affiliate web site identifier and at least one of a product identifier and a category identifier;

combining a plurality of information associated with said buyer identifier and stored within said buyer profile database with said purchase request received from one of said affiliate web sites to facilitate creating combined purchase order information; ~~and~~

forwarding said combined purchase order information from said hub server to one of said multiple vendors, such that said purchase request is completed while said buyer is on said affiliate web site;

<u>receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer;</u>

<u>sending from said hub server to said affiliate web site a buyer information form;</u>

receiving at said hub server said buyer information form for said particular buyer;

and

storing said buyer information form for said particular buyer in said buyer profile

database during a first purchase by said particular buyer at an affiliate web site, wherein

said buyer information form includes a shipping address, shipping method and credit

card payment information for said particular buyer.

4. (currently amended) The method of claim 2 1 wherein said step of forwarding

said combined purchase order information from said hub server to a vendor comprises:

dynamically creating computer code needed to submit said purchase request

upon a condition that said particular buyer selects a submit icon displayed on a web

page; and

inserting said computer code and a tag into said web page.

7. (currently amended) A method of processing multiple electronic transactions at

a hub server comprising:

maintaining a vendor product information database of product information from

multiple vendors at said hub server;

said product information being accessible by a plurality of affiliate web sites;

maintaining an affiliate web site database at said hub server;

maintaining a buyer profile database of buyer billing and shipping information of

one or more buyers, including a particular buyer, at said hub server;

receiving a purchase request at said hub server, wherein said purchase request originated at one of said affiliate web sites and includes a buyer identifier, an affiliate web site identifier and at least one of a product identifier and a category identifier;

combining stored buyer billing and shipping information of said particular buyer with said purchase request received from one of said affiliate web sites to facilitate creating combined purchase order information;

recording said combined purchase order information at said hub server; ~~and,~~

forwarding said combined purchase order information from said hub server to one of said multiple vendors;

receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer;

sending from said hub server to said affiliate web site a buyer information form;

receiving at said hub server said buyer information form for said particular buyer; and;

storing said buyer information form for said particular buyer in said buyer profile database during a first purchase by said particular buyer at an affiliate web site, wherein the buyer information includes a shipping address, shipping method and credit card payment information for said particular buyer.

10.   (currently amended) The method of claim ~~8~~ 7 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

dynamically creating computer code needed to submit said purchase request

upon a condition that said particular buyer selects a submit icon displayed on a web

page; and

inserting said computer code and a tag into said web page.

18. (currently amended) A method of processing multiple electronic transactions

at a hub server comprising:

accessing vendor product information from a vendor web site;

storing said vendor product information at said hub server;

transferring said vendor product information to a plurality of affiliate web sites;

receiving buyer billing and shipping information of one or more buyers, including

a particular buyer, from said plurality of affiliate web sites;

storing said buyer billing and shipping information at said hub server;

receiving at said hub server from one of said affiliate web sites a purchase

request of said particular buyer for a selected product;

combining said stored buyer billing and shipping information of said particular

buyer with said selected product information received from said affiliate web site to

facilitate creating combined purchase order information; ~~and~~

forwarding said combined purchase order information from said hub server to

said vendor web site <u>by selecting said vendor based on an aggregation efficiency.</u>

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Upon review of the evidence at hand, it is hereby concluded that the evidence obtained and made of record, alone or in combination, neither anticipates, reasonably teaches, nor renders obvious the below noted features of applicant's invention as the noted features amount to more than a predictable use of elements in the prior art. The allowable features include "forwarding said combined purchase order information from said hub server to one of said multiple vendors, such that said purchase request is completed while said buyer is on said affiliate web site, receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer, sending from said hub server to said affiliate web site a buyer information form, and receiving at said hub server said buyer information form for said particular buyer" and "forwarding said combined purchase order information from said hub server to said vendor web site by selecting said vendor based on an aggregation efficiency". The closest prior art of record, Bezos (US 6,029,141), discloses methods for enabling associates to market products sold on a merchant's web site but does not teach the above noted limitations requiring forwarding of combined purchase order information during a first time purchase request and selecting vendors based on aggregation efficiency. Furthermore, the closest non patent literature of record, "NECX: One-stop online" (Reference U on PTO-892), discloses methods for linking affiliate web sites but also does not teach the above noted limitations requiring forwarding of combined

purchase order information during a first time purchase request and selecting vendors

based on aggregation efficiency.

In addition to the above, the Examiner emphasizes the interrelation of the above

distinguishing elements with the remainder of each respective claim element, and

further notes that it is the interrelation that truly distinguishes Applicant's invention from

the evidence at hand. Moreover, none of the evidence at hand teaches or suggests the

combination of features claimed, nor does there exist an appropriate rationale for further

modification of the evidence at hand.

It is hereby asserted by the Examiner that, in light of the above and in further

deliberation over all of the evidence at hand, that the claims are allowable as the

evidence at hand does not anticipate the claims and does not render obvious any

further modification of the references to a person of ordinary skill in the art.

Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on

Statement of Reasons for Allowance."

CONCLUSION

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to JASON B. DUNHAM whose telephone number is

(571)272-8109. The examiner can normally be reached on M-F, 8-5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Jeff Smith can be reached on 571-272-6763. The fax phone number for the

organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffrey A. Smith/
Supervisory Patent Examiner, Art
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JBD
4/22/09